# Tool 10: Market assessment report format

**Section A: Market place core good summarising statements**

*Use Table 1 (below) to develop a series of statements per core good supply chain in the reference market place that reflect assessment findings. Findings should be presented in a tabular format.*

**Table 1. Market place core good supply chain summarising statement template**

|  |  |
| --- | --- |
| **Market place supply chain statements**  (Chose an option from ***bold italics,*** deleting the option that is not suitable. An example in *italics* is included.) | **Core good** |
| With reference to market place: *(inert name of reference market place)*   * Supply chain ***is / is not*** integrated and competitive. * Supply chain ***will / will not*** respond to CBI if demand for core goods increased during programme intervention period. * Trader support ***is / is not*** needed to support supply chain response to increase in demand. * ***No likely / likely*** increase in prices for longer than 3 months if demand increases. * Risks:   + Market environment ***does / does not*** affect the ability of the supply chain to function.   + Market infrastructure ***does / does not*** affect the ability of the supply chain to function.   + Significant risks and mitigation actions include: ***(include here if any)*** * CBI ***possible / not possible / only possible under certain conditions (list conditions)*** |  |
| With reference to *Kasanda market place*   * *Supply chain* ***is*** *integrated and competitive.* * *Supply chain* ***will*** *respond to CBI if demand for core goods increased during programme intervention period. Traders can increase supply and additional traders interested in supplying core goods to this reference market place.* * *Trader support* ***is*** *needed to support supply chain response to increase in demand. Support in warehousing and access to credit will be needed.* * ***Unlikely*** *increase in prices for longer than 3 months if demand increases.* * *Risks:*   + *Market environment* ***does*** *affect the ability of the supply chain to function. Security is changeable and could affect market access and consumer demand.*   + *Market infrastructure* ***does*** *affect the ability of the supply chain to function due to lack of adequate warehousing and transportation routes especially during the wet season when the supply chain may struggle to meet demand in a timely manner.*   + *Significant risks include:*      - *Poor transportation during the rainy season could lead to delays, lack of trader capital to increase stock if demand increases rapidly (which could result in price increases), growing social tension between chronic poor local population and refugees*     - *Potential changes to the security levels in the area could affect target and local populations from accessing markets, reducing consumer demand and increasing risks associated with physically accessing market places.* * *CBI* ***possible only possible under certain conditions***   + *Security situation remains calm and does not affect market access.*   + *Sensitization of refugee and local populations: programme objectives and methodology.*   + *Sensitisation of traders: programme plans to enable pre-positioning of items*   + *Gradual increase of target population numbers to enable supply chain/ trader capacity to respond* | *Blankets, floor mats, CGI sheeting, kitchen sets* |

**Section B: Introduction**

1. **Assessment objective**

*For example:*

* + *To assess whether a market can supply effectively to a CBI;*
  + *To enable UNHCR to identify opportunities to implement CBI on the basis of market analysis.*

1. **Context**

*Include information collected in Step 1 such as:*

* + Background to area (urban/ rural area, main economic activities, local population demographics, % refugees etc)
  + UNHCR activities and strategy (in brief)
  + Refugee population: numbers, trends and nationality/ies. % PSN etc.
  + Protection issues, risks and concerns
  + Partner related activities (including CBI or market activities)
  + Market assessment timeframes used (e.g.: now and programme start))

1. **Target population and rationale**

*This can be taken from Tool 2.*

1. **Core good list, specifications, frequency and quantities**

*Summarised from Tool 2 and include:*

* + *Why and how these items and their specifications were selected (relate to needs assessments, refugee willingness to pay analysis etc.)*
  + *Why frequency was chosen (rationale and assumptions made)*
  + *If specifications were changed during the assessment, include rationale.*

**Section C: Methodology**

1. **Assessment time frame**
2. **Assessment activities and tools used**
3. **Team members (and affiliated organisations)**
4. **Challenges faced and solutions**

*Include recommendations for specialist support for contexts or core goods that present significant challenges.*

1. **Assumptions made and rationale**

**Section D: Assessment findings**

1. **Description of reference market place(s) selected**

*List market places identified and finally selected, including information related to rationale for choice or exclusion (Tool 2 & Tool 4: Worksheet 1 and use market place map if this was developed). Provide information related to reference market type, frequency, location, size and refugee access. List any wider market environment and infrastructure challenges and opportunities from Tool 3, 6 and Tool 7.*

1. **Description of supplier markets** **and core good supply chains linked to reference market place**

*Describe supply chains for core goods. Highlight supply chains that appear to be vulnerable or weak. Insert examples of supply chain maps from Tool 5.*

1. **Supply chain capacity to meet demand per reference market place**
2. **Key conclusions related to market place(s) competitiveness and integration**

*From Tool 8, can refer to supply chain map(s) from Tool 5.*

1. **Summary of quantitative analysis of supply compared to demand**

*Pull main findings from Tool 8 (especially Table 1) and refer to the full Table that should be put into in Annex.*

1. **Summary of market expandability**

*Summarise findings related to trader expandability in terms of increase in supply volume (state % in volume) and/ or additional traders entering reference market place (from Tools 6, 7 and 8).*

1. **Trader support and links to livelihood programmes**

*A summary of any support needed to improve market place(s) and trader(s) capacity to increase supply. Include rationale from Tool 8. If any livelihood activities could be strengthened (with additional analysis) include this information here.*

1. **Risks and mitigation activities**

*Include table from Tool 9.*

1. **Next steps and areas that require further analysis**

*Consider gaps in information identified in the assessment process, additional information needs (and where this information could be sourced), assumptions made and challenges faced.*

**Section E: Conclusions and recommendations**

1. **Summary of findings**

*Summarise the main findings from Section D, and answer these questions from UNHCR’s ‘Operational guidelines for Cash-Based-Interventions in displacement settings[[1]](#footnote-1)’. Refer to core good supply chain statements*

1. Do existing markets (local, regional, national) supply the items/ services identified as needed?
2. Can existing markets (local, regional, national) provide the required commodities/services at an appropriate price to address the needs?
3. Can these markets respond to increased demand, if cash based interventions are applied?
4. **Recommendations for Multi-Functional Team decision makers**

*Include recommendations for additional analysis or specialist support for contexts or core goods that present significant challenges.*

**Section F: Annexes:**

* *Specification list in full (if not included in the main report body)*
* *Names and contact details of traders/ wholesalers and key informants. Especially those that have a presence in multiple locations.*
* *Market maps – additional relevant market place and supply chain maps (if not included in the main report body)*
* *Copies of tables summarising information (e.g.: Table 1 in Tool 5)*
* *Photographs of goods/ market places etc.*

1. UNHCR 2015 [↑](#footnote-ref-1)